

K. J. Somaiya Institute of Technology, Sion, Mumbai-22
(Autonomous College Affiliated to University of Mumbai)

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| Nov – Dec 2023 | | |
| (B. Tech) Program: AIDS Scheme II | | |
| Examination: LY Semester: VII | | |
| Course Code: AIDLC7041 and Course Name: Business Intelligence | | |
| Date of Exam: 10/12/2023 | Duration: 2.5 Hours | Max. Marks: 60 |

Instructions:

- (1) All questions are compulsory.
- (2) Draw neat diagrams wherever applicable.
- (3) Assume suitable data, if necessary.

| | | Max. Marks | CO | BT level |
|------------|---|------------|-----|----------|
| Q 1 | Solve any six questions out of eight: | 12 | | |
| i) | What is the difference between data, information and knowledge? | 2 | CO1 | Un |
| ii) | Draw the logical flow of the decision making process. | 2 | CO2 | Un |
| iii) | What is BI reporting? | 2 | CO4 | Un |
| iv) | What is the difference between Authentication and Authorization? | 2 | CO5 | Un |
| v) | List out different BI tools. What is a Power BI tool? | 2 | CO1 | Un |
| vi) | What is the sequence of activities for preparing a project plan? | 2 | CO3 | Un |
| vii) | What is Single Sign-On (SSO)? | 2 | CO5 | Un |
| viii) | What is Real Time BI? | 2 | CO6 | Un |
| Q.2 | Solve any four questions out of six. | 16 | | |
| i) | What are the factors that may affect the degree of success of decision support systems (DSS)? | 4 | CO1 | Un |
| ii) | Differentiate between Canned Reports and Ad-hoc reports. | 4 | CO2 | Un |
| iii) | Justify the use of Business Intelligence for Risk Management? | 4 | CO3 | Ap |
| iv) | List out the different types of BI reports and explain one with example. | 4 | CO4 | Un |
| v) | What steps are involved in configuring SSO for a BI tool? | 4 | CO5 | Un |
| vi) | Why is social media analytics important? | 4 | CO6 | Un |

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|------------|---|----|-----|----|
| Q.3 | Solve any two questions out of three. | 16 | | |
| i) | Draw and explain business intelligence architecture. | 8 | CO2 | Un |
| ii) | Explain the workflow of prioritizing requirements with flow diagrams. | 8 | CO3 | Un |
| iii) | What is an Interactive Dashboard? We had a leading consumer electronics manufacturer as our client who had multiple productions and device manufacturing sites in various geographical locations. They needed a Custom BI dashboard to make better decisions on task and resource allocation. For this problem statement design a dashboard with KPIs. | 8 | CO6 | Ap |
| Q.4 | Solve any two questions out of three. | 16 | | |
| i) | What are the phases of the Decision making process in DSS? Explain in detail. | 8 | CO1 | Un |
| ii) | What are the main components of a report in a BI environment? | 8 | CO4 | Un |
| iii) | What are the different categories in BI authorization, explain in detail. | 8 | CO5 | Un |
